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BEYOND
INNOVATION ARENA

The
Beyonders^{EN}

Saturday, April 27th 2024

THIS YEAR'S BEYOND EXPO ATTENDANCE BREAKS EVERY RECORD!

In closing of the second day of BEYOND 2024 Expo, it is clear that it has already exceeded our expectations. From the very first day, the tremendous interest and excitement from exhibitors and visitors from Greece and abroad have positively impacted the international innovation and technology exhibition. The concurrent events on the 5 stages of the expo continue to attract great interest, while the AI Forum, which started today and will continue tomorrow, offers intriguing discussions on artificial intelligence and its application in our daily lives. With great pleasure, we observe the increased participation and interest from the audience, a fact that seals the success of this year's BEYOND.

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THE AI FORUM HAS BEGUN!

This year, BEYOND hosts the largest artificial intelligence conference in Greece, focusing on the AI revolution and its role and impacts on our daily lives. The event features participation from figures in the political sphere, leaders from the business and technology sectors, as well as distinguished speakers and academics.

Mr. Tassos Tzikas, the President of TIF - Helexpo, opened the conference and set the stage for the discussions to follow, stating, “this year, we are talking about the relaunch of BEYOND.” He also emphasized that with the prospect of evolving into an international innovation hub, Thessaloniki is the ideal place for discussing and showcasing the most advanced technological achievements. With a focus on artificial intelligence, the city demonstrates its commitment to supporting scientific advancements and contributing to the global dialogue on technology and innovation.



In the discussion about the history and development of Artificial Intelligence, Mr. Michalis Bletsas, Director of the National Cyber Security Authority, highlighted that AI appears as a small subset of broader scientific activity, with significant milestones such as advances in machine learning algorithms. Examples include applications for predicting health risks like breast cancer years in advance or identifying antibiotics like “Halicin” through machine learning algorithms. However, he emphasized that challenges arise from the need for more data to feed AI systems. Lastly, he stressed that the road to AI evolution towards achieving human-level intelligence is still long.



At the AI FORUM, Alvin Wang Graylin, China Regional President of HTC technology company and author of the book "Our Next Reality: How the AI-powered Metaverse Will Reshape the World," presented the transition to the 3D world through the metaverse, emphasizing the importance of Artificial Intelligence and smart technologies in this evolution. He also addressed the issue of social instability and unemployment that AI could cause, stressing the need for international legislation to ensure safety. Furthermore, he analyzed the three phases of AI production as a tool, as a supporter, and as a descendant. Finally, he highlighted the continuous evolution and levels of technology integration into everyday life and the creative process, which demonstrate a continuous progressive trajectory.

CROWDS GATHER FOR SOPHIA THE ROBOT AT BEYOND



At the heart of this year's BEYOND was a special visitor: Sophia the Robot, who was hosted at the booth of the Central Macedonia Region. With enthusiasm and curiosity, the Regional Governor, Mr. Apostolos Tzitzikostas, and Mr. Michalis Bletsas, Director of the National Cybersecurity Authority, engaged in conversation with her.

Sophia the Robot responded to questions from the crowd and participated in a dialogue full of interest and surprises. Of course, humor was not absent from the discussion! We all witnessed the direct interaction between humans and technology, discovering the multidimensional nature of artificial intelligence. Sophia's presence at BEYOND brought a breath of freshness and innovation, captivating visitors with her unique presence. We were all excited about the opportunity to converse and learn from Sophia in a unique encounter with her.

"TECHNOLOGY IS THE SOLUTION TO THE PROBLEMS WE FACE"



On the second day of BEYOND, the Southeast Europe Leadership Dialogue took place, attended by ministers from the Balkans and Southeast Europe. In this context, Mr. Dimitris Papastergiou, the Minister of Digital Governance of Greece, emphasized the need for integrating security systems and using artificial intelligence to find solutions to healthcare issues. He highlighted the importance of creating conditions for citizen prosperity, stating that "technology is the solution to the problems we face." Concluding, he warned of the importance of avoiding misinformation, as "targeted misinformation can create significant problems for states and destabilize democracies."

Mr. Mehmet Fatih Kacir, the Minister of Industry and Technology of Turkey, praised his country's successes in the technology sector and supported the importance of strong

cooperation with neighboring countries: "As a nation, we rely heavily on our new human capital and provide opportunities for our youth to develop new skills."

Mr. Michalis Bletsas, Director of the National Cybersecurity Authority, emphasized the importance of an informed national cybersecurity plan and the creation of training programs to enhance skills in this field. He stressed that "it is critical to unite all our resources and share our experiences to achieve our goals."

ARTIFICIAL INTELLIGENCE IN THE BUSINESS ENVIRONMENT



In the discussion on the impact of Artificial Intelligence on businesses, the importance of AI as a tool in increasing productivity and gaining competitive advantages was highlighted. There was also emphasis on the need for training personnel in new technologies and creating a culture that supports innovation and collective effort. Furthermore, the importance of developing programs to enhance data management and decision-making based on them was stressed, aiming to strengthen corporate governance and innovation.

SATURDAY: A DAY FILLED WITH CAREER OPPORTUNITIES AT BEYOND!

On April 27, 2024, the career day of the D.Y.P.A. will take place at booth 14 and will last from 10:00 to 18:00.

BEYOND invites us to meet the participating companies and explore available job positions. The career day will provide us with an excellent opportunity to create significant contacts and explore the future of our professional careers.

SOPHIA THE ROBOT: THE FUTURE OF ARTIFICIAL INTELLIGENCE COMES TO LIFE AT BEYOND



Tomorrow, we will have the opportunity to meet Sophia The Robot up close for the second day at the booth of the Central Macedonia Region.

BEYOND invites us to take photos and engage in conversation with the world's first humanoid social robot powered by Artificial Intelligence!

Enhance your experience at BEYOND with the HELEXPO App.

Download the app on your mobile phone and stay updated on the following:

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3
DAYS



20.000m²
EXHIBITION SPACE



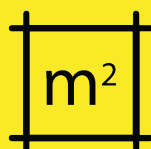
+5.000
B2B & B2G
MEETINGS



30+
COUNTRIES



450+
REPRESENTATIVES



5
STAGES FOR SIDE
EVENTS & WORKSHOPS



400+
GREEK & 50+ FOREIGN
SPEAKERS

ABOUT BEYOND

BEYOND is organized by TIF - HELEXPO, Be-Best and Industry Disruptors Game Changers (IDGC) with co-organizers the Ministry of Digital Governance, the Region of Central Macedonia, the Central Union of Municipalities of Greece (KEDE) and the Municipality of Thessaloniki.

It is held under the auspices of the Ministry of the Interior (Macedonia-Thrace Sector), the Ministry of Tourism and the Panhellenic Union of General Secretaries of Local Government "Kleisthenis".

Gold sponsors of the event are INTRACOM TELECOM and OKTABIT and sponsors are MYTILINEOS, AVOCADO, POLITIS TECHNOLOGIES, AI LABS BY UBITECH and QUEST GROUP.

Supporters of BEYOND are SEPE, SEPBE, SEKEE. AGE, AIC, SOFTONE and AXAPTA MASTERS.

ABOUT THIS EMAIL

Enjoying this email? The Beyonders is a special newsletter brought to you by TIF-HELEXPO. BEYOND is an international tech event where industry professionals converge to explore the latest advancements in emerging technologies. From artificial intelligence to virtual reality, the expo serves as a hub for networking, knowledge exchange and hands-on experience with groundbreaking innovations. It offers a glimpse into the future of technology and provides a unique platform for collaboration and discussion among leading experts and companies in the field. If you would rather read this newsletter in Greek, please click [here](#). Make sure to follow BEYOND on social media!

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